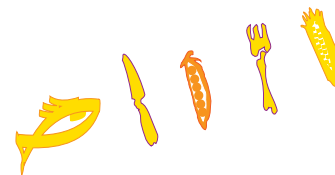




TRADE SHOW OPPORTUNITY



HEALTH INGREDIENTS

JAPAN 2002

What:

Health Ingredients Japan 2002

**When:**

Oct. 9-11, 2002 (Wednesday-Friday)

Where:

Tokyo Big Sight Exhibition Center, Tokyo, Japan

Deadline:

June 20, 2002

Who Should Attend:

U.S. ingredient exporters that have targeted the rapidly expanding health, functional and organic food industries in Japan.

Why:

This show attracts key buyers among food manufacturers in Japan and is the leading showcase for new ingredient ideas. More than 42,000 professional buyers of high-quality ingredients from food manufacturers, health institutions and other companies visited the 2001 show. The Japanese market offers significant opportunities for suppliers of innovative and unique ingredients.

The Market:

A large proportion of the Japanese population is middle-aged or older. Consumer awareness of the importance of a healthy diet has led to a burgeoning market for foods perceived as offering specific health or medicinal benefits, and for organic foods. The Japanese market for health foods is estimated at \$25 billion, with strong prospects for future growth as more and more food manufacturers use health claims to promote their products.

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